



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-25-2012 PAGE: 1 of 3

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403093	10-22-2012	10-24-2012	1	COWELL FOR NC TREASURER	COWELL NC TR	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
12706	246734	PHILADELPHIA	A. CLIFFORD	10-25-2012	10-28-2012	M (Broadcast Month, Cycle 1)	N	246734

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 12706																	
1	10-25-2012	10-28-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	1	30				1				1	850	1	850.00
2	10-25-2012	10-28-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30					1			1	850	1	850.00
3	10-25-2012	10-28-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						1		1	250	1	250.00
4	10-25-2012	10-28-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)	1	30							1	1	475	1	475.00
5	10-25-2012	10-28-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30				1	1			2	200	2	400.00
6	10-25-2012	10-28-2012	03:00PM - 04:00PM	KATIE (817)	2	30					1			1	175	1	175.00
7	10-25-2012	10-28-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (1	30				1				1	375	1	375.00
8	10-25-2012	10-28-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	1	30					1			1	750	1	750.00
9	10-25-2012	10-28-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30				1				1	950	1	950.00
10	10-25-2012	10-28-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	1	30					1			1	1,100	1	1,100.00
11	10-25-2012	10-28-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30				1				1	1,400	1	1,400.00
12	10-25-2012	10-28-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30					1			1	1,400	1	1,400.00
13	10-25-2012	10-28-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30				1				1	750	1	750.00
14	10-25-2012	10-28-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30							1	1	750	1	750.00
A 15	10-25-2012	10-25-2012	05:28AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30				1				1	650	1	650.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 403093	Contract Dt 10-22-2012	Revision Dt 10-24-2012	Rev# 1	Advertiser COWELL FOR NC TREASURER	Brand COWELL NC TR	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 12706	CMS # 246734	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-25-2012	End Date 10-28-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 246734
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 12706																	
A 16	10-26-2012	10-26-2012	05:58AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	1	30					1			1	850	1	850.00
A 17	10-25-2012	10-25-2012	06:58AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30				1				1	850	1	850.00
A 18	10-27-2012	10-27-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SATURDAY (1883)	1	30						1		1	570	1	570.00
A 19	10-26-2012	10-26-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)	1	30				1				1	350	1	350.00
A 20	10-25-2012	10-25-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30				1				1	250	1	250.00
A 21	10-25-2012	10-25-2012	03:00PM - 04:00PM	KATIE (817)	3	30				1				1	175	1	175.00
A 22	10-25-2012	10-25-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	1	30				1				1	750	1	750.00
A 23	10-26-2012	10-26-2012	05:28PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30					1			1	950	1	950.00
A 24	10-25-2012	10-25-2012	05:58PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	1	30				1				1	1,100	1	1,100.00
A 25	10-26-2012	10-26-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30					1			1	1,400	1	1,400.00
A 26	10-25-2012	10-25-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30				1				1	1,400	1	1,400.00
A 27	10-26-2012	10-26-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30					1			1	750	1	750.00
Contracted Gross Total:																28	20,520.00
Actual Gross Total:																28	20,520.00
Agency Commission:																	3,078.00
Net Total:																	17,442.00

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Agency Est# 12706		CMS # 246734		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-25-2012	End Date 10-28-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 246734							
Line	Start Date	End Date	Time Period					Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 12706																		
Month/YR		Preempted			Made Good			Contract Total			Adjustments							Actual Total			
Oct 12		0.00			0.00			20,520.00			0.00							20,520.00			
TOTAL		0.00			0.00			20,520.00			0.00							20,520.00			

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